

**Amendment To The Claims**

Please amend the claims as follows:

1. – 15. (canceled).

16. (previously presented) A postage printing system, comprising:

a registration wall;

a transport device for feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system where one of the plurality of lateral edges is aligned with the registration wall;

a printer capable of printing a postal indicia and an ad slogan on the envelope, the printer being located in proximity to the path of travel so as to define a print position;

a control system in operative communication with the transport device and the printer, the control system for:

obtaining an indication from an operator of a selected print location for the ad slogan; and

determining if the postal indicia and the ad slogan may be printed in a single physical pass of the envelope through the print position of the path of travel postage printing system, wherein:

if the control system determines that the postal indicia and the ad slogan cannot be printed in a single pass through the postage printing system, then the postal indicia is printed in one pass through the postage printing system and the ad slogan is printed in another pass through the postage printing system, and

before the another pass through the postage printing system, the control system provides the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon the selected print location,

further comprising:

a scanner for detecting a distinguishing characteristic of the envelope; and

wherein:

during the another pass, the control system is further for:  
using the distinguishing characteristic to determine a fed orientation of the envelope;  
comparing the fed orientation with the anticipated orientation; and  
bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

17. (previously presented) The postage printing system of claim 16, wherein:  
the one pass occurs prior to the another pass; and  
the distinguishing characteristic of the envelope is the postal indicia.

18. (previously presented) The postage printing system of claim 17, wherein:  
the postal indicia is printed along a top edge of the envelope; and  
if the selected print location is along a bottom edge of the envelope, then the control system prints the ad slogan upside down so that the postal indicia and the ad slogan both read right side up when the envelope is viewed properly.

19. (previously presented) The postage printing system of claim 14, further comprising:  
a scanner for detecting a distinguishing characteristic of the envelope; and  
wherein:  
during the another pass, the control system is further for:  
using the distinguishing characteristic to determine a fed orientation of the envelope;  
comparing the fed orientation with an anticipated orientation; and  
bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

20. (previously presented) The postage printing system of claim 19, wherein:

the one pass occurs prior to the another pass; and  
the distinguishing characteristic of the envelope is the postal indicia.

21. (canceled).

22. (currently amended) A postage printing system, comprising:  
a registration wall;

a transport device for feeding an envelope having a plurality of lateral edges in a  
path of travel through the postage printing system where one of the plurality of lateral  
edges is aligned with the registration wall;

a printer capable of printing a postal indicia and an ad slogan on the envelope,  
the printer being located in proximity to the path of travel so as to define a print position;

a control system in operative communication with the transport device and the  
printer, the control system for:

causing the postal indicia to be printed in one physical pass through the path of  
travel of the postage printing system and the ad slogan to be printed in another physical  
pass through the path of travel of the postage printing system; and

before the another physical pass through the path of travel of the postage  
printing system, providing the operator with an indication of an anticipated orientation of  
feeding the envelope through the postage printing system based upon a selected print  
location ~~The postage printing system of claim 21, further comprising:~~

a scanner for detecting a distinguishing characteristic of the envelope; and  
wherein:

during the another pass, the control system is further for:

using the distinguishing characteristic to determine a fed orientation of the  
envelope;

comparing the fed orientation with the anticipated orientation; and

bypassing printing of the ad slogan if the fed orientation and the anticipated  
orientation do not correspond.

23. (previously presented) The postage printing system of claim 22, wherein:  
the one pass occurs prior to the another pass; and  
the distinguishing characteristic of the envelope is the postal indicia.

24. (previously presented) The postage printing system of claim 23, wherein:  
the postal indicia is printed along a top edge of the envelope; and  
if the selected print location is along a bottom edge of the envelope, then the  
control system prints the ad slogan upside down so that the postal indicia and the ad  
slogan both read right side up when the envelope is viewed properly.

25.- 27. (canceled).

28. (currently amended) A method of operating a postage printing system, the  
method comprising:

feeding an envelope having a plurality of lateral edges in a path of travel through  
the postage printing system and along a registration wall where one of the plurality of  
lateral edges is aligned with the registration wall;

defining a print position where a postal indicia and an ad slogan may be printed  
on the envelope;

obtaining an indication from an operator of a selected print location for the ad  
slogan; and

determining if the postal indicia and the ad slogan may be printed in a single  
physical pass through the print position of the path of travel of the postage printing  
system, wherein:

if the postal indicia and the ad slogan cannot be printed in a single pass through  
the postage printing system, then the postal indicia is printed in one pass through the  
postage printing system and the ad slogan is printed in another pass through the  
postage printing system, further comprising:

before the another pass through the postage printing system, providing the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon the selected print location ~~The method of claim~~

27, further comprising the step(s) of:

- detecting a distinguishing characteristic of the envelope; and
- during the another pass:
  - determining a fed orientation of the envelope based on detecting the distinguishing characteristic;
  - comparing the fed orientation with the anticipated orientation; and
  - bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

29. (previously presented) The method of claim 28, wherein:  
the one pass occurs prior to the another pass; and  
the distinguishing characteristic of the envelope is the postal indicia.

30. (previously presented) The method of claim 29, wherein:  
the postal indicia is printed along a top edge of the envelope; and  
further comprising the step(s) of:  
if the selected print location is along a bottom edge of the envelope, printing the ad slogan upside down so that the postal indicia and the ad slogan both read right side up when the envelope is viewed properly.

31. (currently amended) A method of operating a postage printing system, the method comprising:

feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system and along a registration wall where one of the plurality of lateral edges is aligned with the registration wall;

defining a print position where a postal indicia and an ad slogan may be printed on the envelope;

obtaining an indication from an operator of a selected print location for the ad slogan; and

determining if the postal indicia and the ad slogan may be printed in a single physical pass through the print position of the path of travel of the postage printing system, wherein:

if the postal indicia and the ad slogan cannot be printed in a single pass through the postage printing system, then the postal indicia is printed in one pass through the postage printing system and the ad slogan is printed in another pass through the postage printing system ~~The method of claim 26~~, further comprising the step(s) of:

detecting a distinguishing characteristic of the envelope; and  
during the another pass:  
determining a fed orientation of the envelope based on detecting the distinguishing characteristic;  
comparing the fed orientation with an anticipated orientation; and  
bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

32. (previously presented) The method of claim 31, wherein:  
the one pass occurs prior to the another pass; and  
the distinguishing characteristic of the envelope is the postal indicia.

33. (previously presented) The method of claim 32, wherein:  
the postal indicia is printed along a top edge of the envelope; and  
further comprising the step(s) of:  
if the selected print location is along a bottom edge of the envelope, printing the ad slogan upside down so that the postal indicia and the ad slogan both read right side up when the envelope is viewed properly.

34. (canceled).

35. (currently amended) A method of operating a postage printing system, the method comprising the step(s) of:

feeding an envelope having a plurality of lateral edges in a path of travel through the postage printing system and along a registration wall where one of the plurality of lateral edges is aligned with the registration wall;

defining a print position where a postal indicia and an ad slogan may be printed on the envelope;

causing the postal indicia to be printed in one physical pass through the path of travel of the postage printing system and the ad slogan to be printed in another physical pass through the path of travel of the postage printing system; and

before the another pass through the postage printing system, providing the operator with an indication of an anticipated orientation of feeding the envelope through the postage printing system based upon a selected print location ~~The method of claim~~

34, further comprising the step(s) of:

detecting a distinguishing characteristic of the envelope; and

during the another pass:

determining a fed orientation of the envelope based on detecting the distinguishing characteristic;

comparing the fed orientation with the anticipated orientation; and

bypassing printing of the ad slogan if the fed orientation and the anticipated orientation do not correspond.

36. (previously presented) The method of claim 35, wherein:

the one pass occurs prior to the another pass; and

the distinguishing characteristic of the envelope is the postal indicia.

37. (previously presented) The method of claim 36,  
further comprising the step(s) of:

if the selected print location is along a bottom edge of the envelope, printing the  
ad slogan upside down so that the postal indicia and the ad slogan both read right side  
up when the envelope is viewed properly.